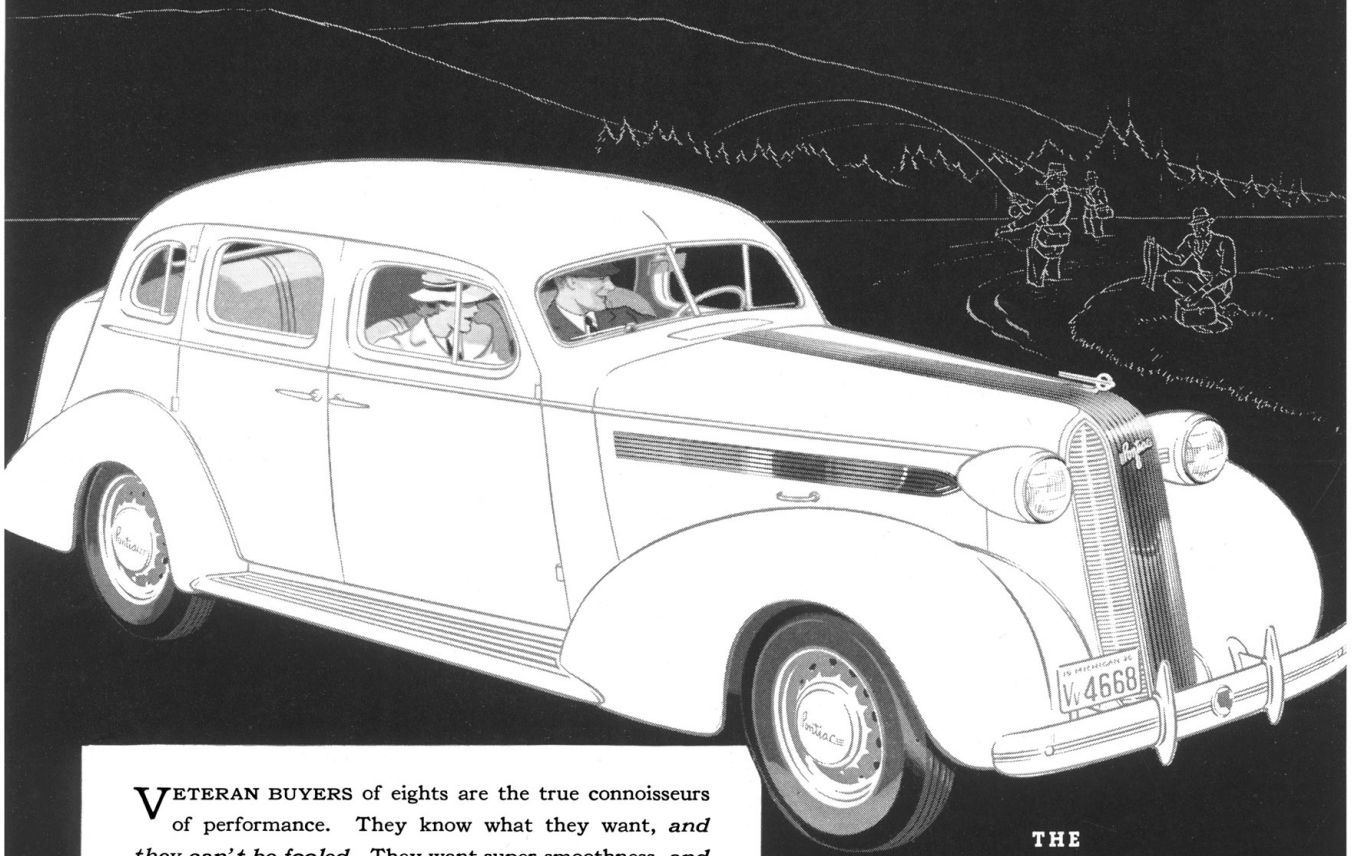


LEARN WHY OWNERS CALL IT THE *Smoothest* EIGHT IN THE WORLD!



VETERAN BUYERS of eights are the true connoisseurs of performance. They know what they want, *and they can't be fooled*. They want super-smoothness, *and they are turning to Pontiac to get it*.

One ride tells the reason. *The Pontiac Eight has no vibration point at any speed!* That's why owners call it the world's smoothest eight. Here's why they call it the greatest. It is renowned for long life—200,000 miles is often reported by owners. Under official supervision it has averaged 22 miles to the gallon. And it is a *big* car with the finest features money can buy!

Remember, this is not a picture of an expensive car. It is a very brief sketch of the *lowest-priced straight eight in the world*. Pontiac is the *practical* buy as well as an endless source of satisfaction. You can't do better, and you can prove it in one ten-minute ride!

THE MOST BEAUTIFUL THING ON WHEELS

THE
LOWEST-PRICED EIGHT
BUILT BY GENERAL MOTORS

PONTIAC *Eight*
THE BIG ECONOMY



\$730

Illustrated above — the 1936 De Luxe Eight 4-Door Touring Sedan \$840. List prices at Pontiac, Michigan, begin at \$730 for the Eight (subject to change without notice). Safety plate glass standard equipment. Monthly payments to suit your purse on the General Motors Installment Plan. Standard group of accessories extra. A General Motors Value.